



July 9, 2014

Item No. 5

**AUTHORIZATION TO AWARD CONTRACTS TO ORGANIZATIONS TO PROVIDE WAIT LIST LOTTERY OUTREACH, REGISTRATION, AND TECHNICAL ASSISTANCE AND TO INCREASE COMPENSATION AMOUNTS AND AMEND EXISTING CHA CONTRACTS TO PROVIDE ADDITIONAL WAIT LIST LOTTERY REGISTRATION SERVICES**

**To the Honorable Board of Commissioners:**

**RECOMMENDATION**

It is recommended that the Board of Commissioners authorize the Chief Executive Officer, or his designee, to award contracts in the amount of \$5,000 to organizations to provide wait list lottery outreach and to award contracts in the amount of \$24,000 to organizations to provide wait list lottery outreach, registration and technical assistance services. In addition, it is recommended that the Board of Commissioners authorize the Chief Executive Officer, or his designee, to amend contracts and increase the existing compensation amounts with existing vendors, as deemed necessary, to provide additional services, including a call center, development and hosting of an online registration form, marketing and printing of flyers, posters, and other collateral materials, advertising, and other goods and services that may be necessary or appropriate, in support of the CHA's opening of its family public housing, tenant-based Housing Choice Voucher, and project-based Housing Choice Voucher wait list lottery registration. The recommended aggregate amount authorized for all wait list opening activities is \$3,115,000.

The Deputy Chief Housing Officer of Housing Choice Voucher and the Office of the General Counsel have completed all necessary due diligence to support the submission of this initiative and recommend the approval of this item accordingly.

**CORPORATE GOALS**

Replenishing the wait lists allows the CHA to meet its voucher utilization and public housing occupancy goals. In addition, utilizing one registration form and process for all three program wait lists (Family Public Housing, Tenant-based HCV, and Project-based HCV) is more efficient for CHA and for registrants. A broad advertising, outreach, and technical assistance campaign will help ensure that all eligible households are aware of the opportunity to register for the wait list.

**BACKGROUND**

CHA is almost at the end of its wait lists for family public housing, tenant-based HCV, and project-based HCV. In addition, CHA has significantly reduced the number of residents who have yet to satisfy their Right of Return under the Relocation Rights Contract. In order to meet its public housing occupancy and HCV utilization goals, CHA needs to open its wait lists for these three programs in 2014.

	Public Housing	HCV (tenant-based and project-based)
# of households on waitlist (as of May 2014)	13,463	7,482
# of families to satisfy their Right of Return	957	NA

The public housing wait list lottery registration was last opened in 2010. CHA accepted wait list registration forms for four weeks over the summer of 2010. Nearly all of the forms were submitted via the online portal. The others were submitted over the phone via the outsourced call center or were submitted in hard copy form.

The HCV tenant-based and project-based wait list lottery registration was last opened in 2008. During that registration process, about half of the forms came in through the online portal, with the other half submitted in hard copy form.

In both 2010 and 2008, approximately 250,000 registration forms were submitted, and 40,000 applicants were randomly selected for the wait list via a lottery.

#### **PLAN FOR 2014 WAIT LIST LOTTERY REGISTRATION**

The CHA will use one registration process for all three wait list lotteries: Family Public Housing, Tenant-based HCV, and Project-based HCV. Registrants will have the option to submit their name for one, two, or all three wait list lotteries.

The recommended dates for the wait list lottery registration are Wednesday, October 1 through Friday, October 31. After the registration period is closed, the CHA will conduct three lotteries to establish separate waiting lists for each program. The new wait lists that are generated through this process will not be utilized until the existing wait lists are exhausted.

The goal is for 99% of registrants to submit their registration forms via an online portal. (In 2010, approximately 99% of all forms were submitted online.) The CHA will also utilize a call center that can answer questions from registrants and walk them through the registration form. The CHA anticipates approximately 25,000 calls per day to the call center.

#### **MARKETING, OUTREACH, AND TECHNICAL ASSISTANCE**

The CHA will advertise the wait list lottery registration opportunity broadly starting in September. The CHA will advertise in print media, social media, and on public transportation. In addition, the CHA is exploring radio and television advertising opportunities for the wait list lottery registration.

The CHA will work closely with its partners, including Sister Agencies (Chicago Park District, Chicago Public Schools, Department of Family and Support Services, Chicago Public Library) and aldermanic offices to spread the word about the wait list lottery registration.

The CHA also proposes to fund non-profit organizations to assist with wait list lottery outreach, registration, and technical assistance for applicants. Contracts would be awarded for two scopes of work:

1. Outreach Assistance: \$5,000 contracts would be awarded to non-profit agencies that would perform general outreach activities, including distributing flyers, sending e-blasts, and promoting the wait list lottery opening at community meetings. The proposed budget would fund up to 200 agencies.
2. Outreach, Registration, and Technical Assistance: \$24,000 contracts would be awarded to non-profit agencies to perform the general outreach activities listed above and provide registration and technical assistance, including assistance to completing the online registration form. These agencies would be given targets to meet for registration in order to receive compensation. The proposed budget would fund up to 60 agencies.

### **FUNDING**

The CHA proposes the following budget to implement the 2014 Wait List Lottery Registration. The source of funds is \$5 million in salvage from the current HCV administrative budget.

Online Registration Portal and Call Center	\$175,000
Advertising	\$250,000
Flyers, Posters, and Other Printed Materials	\$250,000
Outreach Assistance Agencies	up to \$1,000,000
<u>Outreach and Technical Assistance Agencies</u>	<u>up to \$1,440,000</u>
<b>TOTAL</b>	<b>up to \$3,115,000</b>

The Chief Housing Officer concurs with the recommendation to award contracts to organizations to provide wait list lottery outreach, registration, and technical assistance and to increase compensation amounts and amend existing CHA contracts to provide additional wait list lottery registration services.

The CEO/President recommends the approval to award contracts to organizations to provide wait list lottery outreach, registration, and technical assistance and to increase compensation amounts and amend existing CHA contracts to provide additional wait list lottery registration services for an aggregate amount not-to-exceed \$3,115,000.

**RESOLUTION NO. 2014-CHA-71**

**WHEREAS**, the Board of Commissioners has reviewed the Board Letter dated July 9, 2014 entitled "AUTHORIZATION TO AWARD CONTRACTS TO ORGANIZATIONS TO PROVIDE WAIT LIST LOTTERY OUTREACH, REGISTRATION, AND TECHNICAL ASSISTANCE AND TO INCREASE COMPENSATION AMOUNTS AND AMEND EXISTING CHA CONTRACTS TO PROVIDE ADDITIONAL WAIT LIST LOTTERY REGISTRATION SERVICES";

**THEREFORE, BE IT RESOLVED BY THE CHICAGO HOUSING AUTHORITY**

**THAT** the Board of Commissioners authorizes the Chief Executive Officer, or his designee, to award contracts in the amount of \$5,000 to organizations to provide wait list lottery outreach, and to award contracts in the amount of \$24,000 to organizations to provide wait list lottery outreach, registration and technical assistance services. In addition, the Chief Executive Officer, or his designee, is authorized to amend contracts and increase the compensation amounts with existing vendors, as deemed necessary, to provide additional services, including a call center, development and hosting of an online registration form, marketing and printing of flyers, posters, and other collateral materials, advertising, and other goods and services that may be necessary or appropriate, in support of the CHA's opening of its family public housing, tenant-based Housing Choice Voucher, and project-based Housing Choice Voucher wait list lottery registration. The aggregate amount authorized to support all wait list opening activities is \$3,115,000.

Any contract awards or amendments will be subject to the contractors' compliance with the CHA's MBE/WBE/DBE, Section 3 and insurance requirements.



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